

Docket No. F-6201

DRAFT

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant : Holger LAUSCH
Serial No. : 09/308,017
Filed : May 12, 1999
For : METHOD AND ARRANGEMENT FOR PROJECTION
AND RECEPTION OF VISUAL AND AUDIOVISUAL
MESSAGES, AND ANALYSIS THEREOF TO
DETERMINE THE RADIUS OF ACTION AND
CUSTOMER BEHAVIOR
Group Art Unit : 3622
Examiner : Daniel Lastra
Confirmation No. : 5604
Customer No. : 000028107

PROPOSED CLAIM LANGUAGE FOR INTERVIEW

Dear Examiner Lastra:

Thank you for your granting of the telephone interview scheduled for December 16, 2003, at 1:00 P.M. In advance thereof, applicant submits, for you review, new proposed claim language along the following general lines:

44. (New) A method of analyzing customer behavior to determine a range of action of projected messages, comprising:

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counting, in direct sequence, a total number of individuals entering a first range and an other total number of the individuals leaving said first range,

determining a number of potential buyers in said first range by calculating a difference between the total number and the other total number of the individuals, said number of potential buyers being equal to the difference;

presenting the projected messages to the potential customers while in said first range;

determining a number of actual buyers by measuring purchases by said potential buyers; and

recording and correlating the number of potential buyers and the number actual buyers.

According to such language, a number of individuals in a range (potential customers) is determined by subtracting a number of persons counted as leaving the range from the number of persons counted as having entered the range. For example, if five persons have entered an empty room or other demarcated area (range), and five persons have left the room, the room is determined as empty of customers. If at a given time the room has 15 people, as determined by the above approach, and then, over another sampling period, 10 people are counted as entering and 12 people are counted as leaving, there are 13 people remaining in the room. Thus, by comparing the number of persons entering and leaving in "direct sequence," an

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instantaneous calculation of the number of persons in the room can be obtained over the period of sampling by taking the difference in counts for entering and leaving over said period.

The prior art of record is not believed to teach or suggest such approach for determining numbers of potential customers in a range at any given time, and which uniquely allows analysis of "customer flows."

Please consider the above comments, and we can discuss more fully the aspects of the present invention as they compare to the cited art, hopefully with favorable outcome.

Respectfully submitted,
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